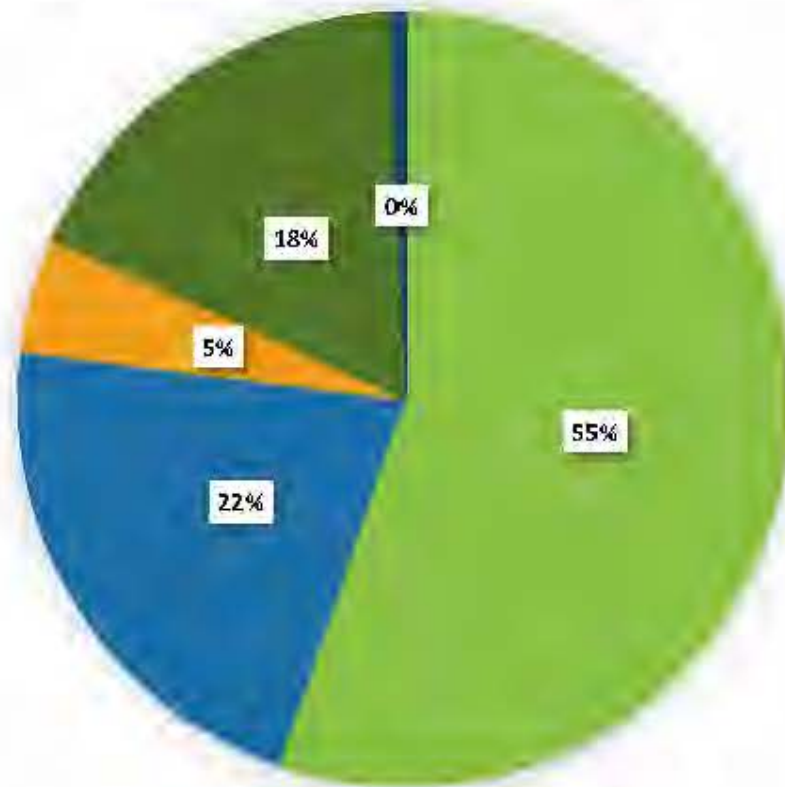


INGABEYACU Company
WHERE GROWERS ARE CONSIDERED AS
CLIMATE and HEALTH "HEROES".



- ❑ **INGABEYACU** is a youth led social enterprise that aims at reducing Postharvest losses and malnutrition problem using local resources. Our approaches are Community café and Complementary porridge flour.
- ❑ we are looking for 19,613 US-Dollar to buy the standardized machines, expand marketing and production capacity and expansion of the community café centers.

The Uses activities Vs the % cost



Activity/Milestone 1: Odering and Importing machines

Activity/Milestone 2: Recruting the employees and fixing the production rate

Activity/Milestone 3: products design and Supplying

Activity/Milestone 4: Enhancing the marketing strategies

Activity/Milestone 5: Distribution of the products



Mr. NKINDI Patrick, sales & marketing manager.

10 years in Technology and Business coaching. He is instrumental in achieving record annual growth, Digital Ambassador at **Mozilla foundation**, MiTec and DOT



Ms AMIZERO IGIHOZO lise Janviere,

Production and quality control Manager

Food scientist and Nutritionist . Worked at SOSOMA industries for her own commitment out of school..



Mr. BYIRINGIRO Samuel

Research and product development officer

Graduate from the UR-CHMS in the ***Nutrition and dietetics***, he is so passionate about Research in Health for children and other vulnerable people.

TEAM



Mr. HABUMUKIZA Elyse-CEO

6 years in the business focusing at Financial, Agribusiness ad Markets & Marketing. He is a decisive decision maker, resourceful and passionate to the success of the business



Ms BUSHAYIJA Esther.

Finance Officer

4 years working in Management, Administration, Corporate Finance, Bookkeeping and Auditing. She has experience in Accountancy, Tax Planning Business Management, and auditing



Mr. NKUNDABAGENZI François-HR

4years in Human resources, Management at AIESEC Rwanda. Former Ministry of disabilities at UR-CAVM. He has held various executive positions in sales



The 17 SDGs

“Creation of employment through conservation and transformation of highly perishable commodity, into food products of essential nutrients that boost for human healthy body, with Neat services; punctuality; and on the affordable price”.

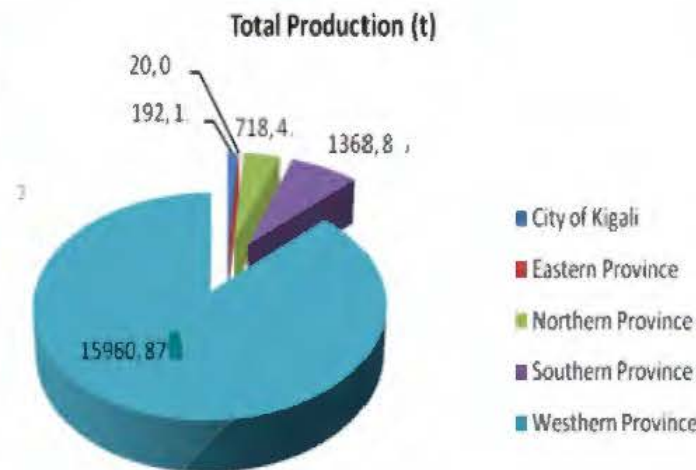
How big the problem



Carrot production in western province (Nyabihu and Rubavu) is 10821t and 3979t respectively. The rest of the districts produce less than 2000t as shown in figure below,



Provincial carrot production



According to UNICEF: worldwide hidden hunger rate remain alarming: Nearly half of all death in children under 5 are attributable to under nutrition, translating onto the loss of about 3 million young lives a year.

(<https://data.unicef.org/topic/nutrition/malnutrition/>). Hidden Hunger: in Rwanda it affects on average 39% of children under 5 years and pregnant women (<https://reliefweb.int/report/rwanda/rwanda-s-programmes-ending-child-malnutrition>) & https://www.usaid.gov/sites/default/files/documents/1864/USAID-Rwanda_NCP.pdf





Through **community café**, we have been able to address the real problem and root-cause from the community discussions.

By direct connecting the beneficiaries from the community and different practitioners, we've been able to impacts more than 270 participants through the program as well as the 128 farmers in cooperatives have been gotten the markets and capacity building.



With the 5-ingredients: Well mixture of carrots, beetroots, soybean, sorghum and maize flours



BUSINESS AND IMPACT MODEL CANVAS

Name of Business: *INGABEYACU Ltd*

Name of legal representative: *Eng.-Elyse Habumukiza*

KEY PARTNERS

- 2Cooperative (CODUBU & DUTEZIMBERE NYAGISOZI)
- DOT RWANDA
- RYAF
- Agri-Profocus Networks
- MiniYouth
- IRIGP-NIRDA
- Musanze District
- Compassion international Northern province-Rwanda
- Busogo II Health center
- Health Advisors
- PSF- CYE

KEY ACTIVITIES

- Acquiring Raw materials
- Cleaning & peeling
- Grinding
- Drying
- Mixture at the appropriate ratio.
- Labelling and Packing
- Distributing

KEY RESOURCES

- Oven
- Drying plates
- 2 Small Balances
- 3 hectares of arable land
- Nutritionist, food scientist, Crop producer & Horticulturist, Market and Partnerships, Financial & management team members in the industry
- MoU and developed Curriculum for the farmers

VALUE PROPOSITION

- Constructive, energetic and body protective flour
- Finest Flour
- Instant porridge flour
- Vegetable flours for conservation
- Porridge flour with body protective flours
- Less or never use sugar for the porridge have its own and natural sugar.
- Kero porridge flour which comprised of 5 different nutritive flours.
- Igikoma gitubuka cyane (swollen flour_1kg for 24 cups)

CUSTOMER

RELATIONSHIPS

- Community services- UMUGANDA
- Social media including company website
- National and international expositions
- F2F approaches

CHANNELS

- Door to door distributions
- Brokers
- Renting Distribution Van

CUSTOMER SEGMENTS

- Retailers
- Health centers
- Early child development Centers (ECDC)
- High schools (especially Boarding schools)
- NGOs:_ Compassion international Northern province Projects (CDSP)

COST STRUCTURE : buying raw materials, rent the working spaces, Gaz refilling, communications, wokers's wages, electricity and woterslabelling and packaging, distribution

- ***In total 1kg is 781Rws***

REVENUE STREAMS : selling porridge flour, vegetables flour for soups (potage) and for food spices,

In Total : 1000Rwf with 30% of profits

Offer and its Competitive Analysis



Carrots and beetroots Flours

Nutritive values/ category of ingredients/features	INGABEYACU Porridge flour (Kero Porridge Flour)	AIF-Nootri- Mama, Toto, Family and Shisha Kibondo	Sosoma industries
Organic products	Yes	No	No
Complete and well balanced porridge flour	Yes	Yes	No
Mixture of Vegetables	Yes	No	No
Instant porridge flour	Yes	No	No
No additives or fortifications	No	Yes	Yes
Affordability (Price per kg)	1000Rwf/kg	1500Rwf/ half kg	2000Rwf/half kg
Igikoma gitubuka cyane (swollen)	Kero porridge flour_1kg for 24 cups	Not effective	Slightly

The Products and services solution to the community



- By working with cooperatives, the **farmers are getting the markets** and assigned opportunities for their produces and they are learning about how to make **organic compost** which goes to modern agriculture system.
- For the processing part of the



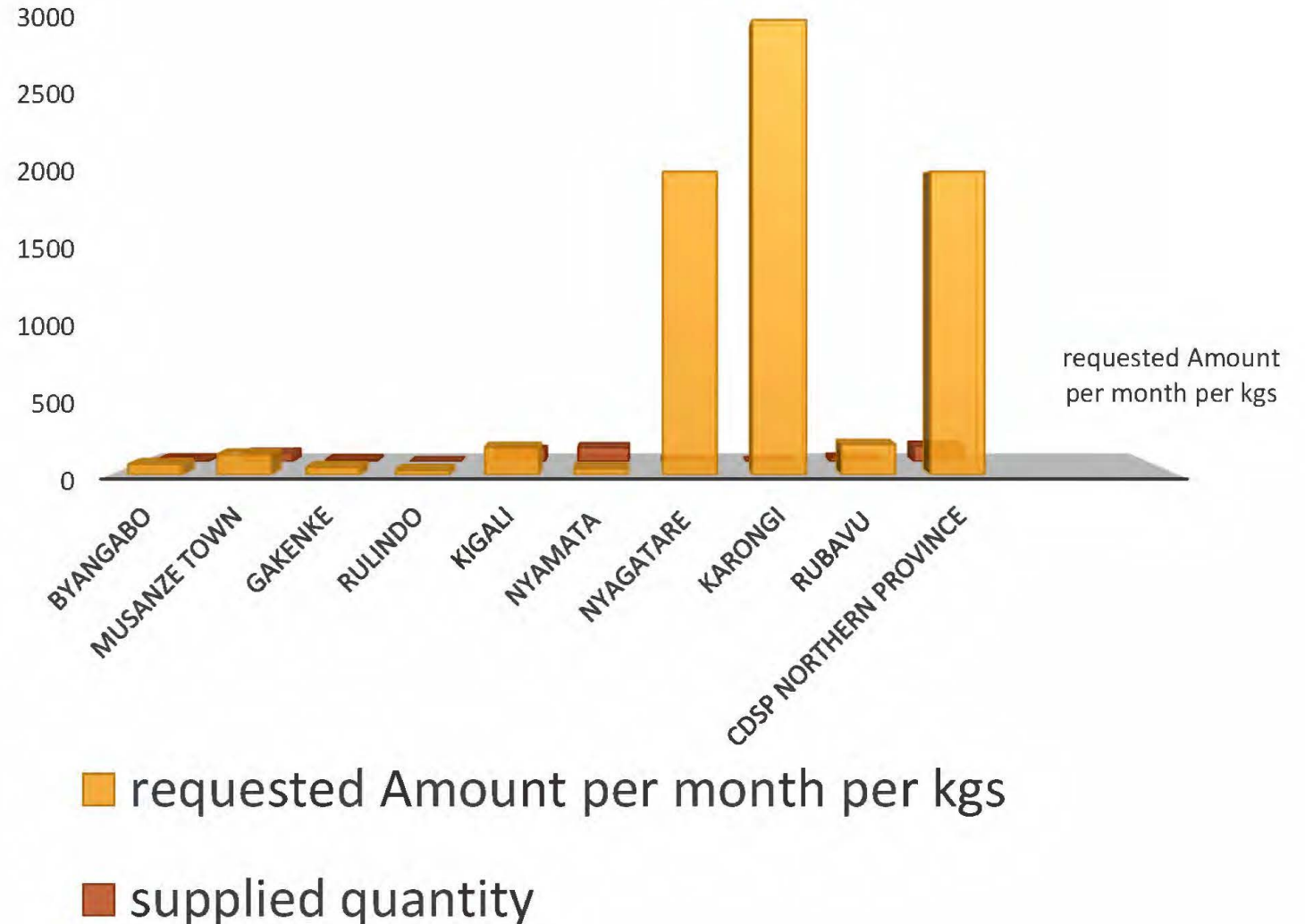
- business, we are making a **porridge flour which is full of organic and nutrition** for children and pregnant women.
- The result is that for the severe child and or pregnant mother get **well just after three months of regular consumptions.**

Traction, Markets Demands, supply and quantity

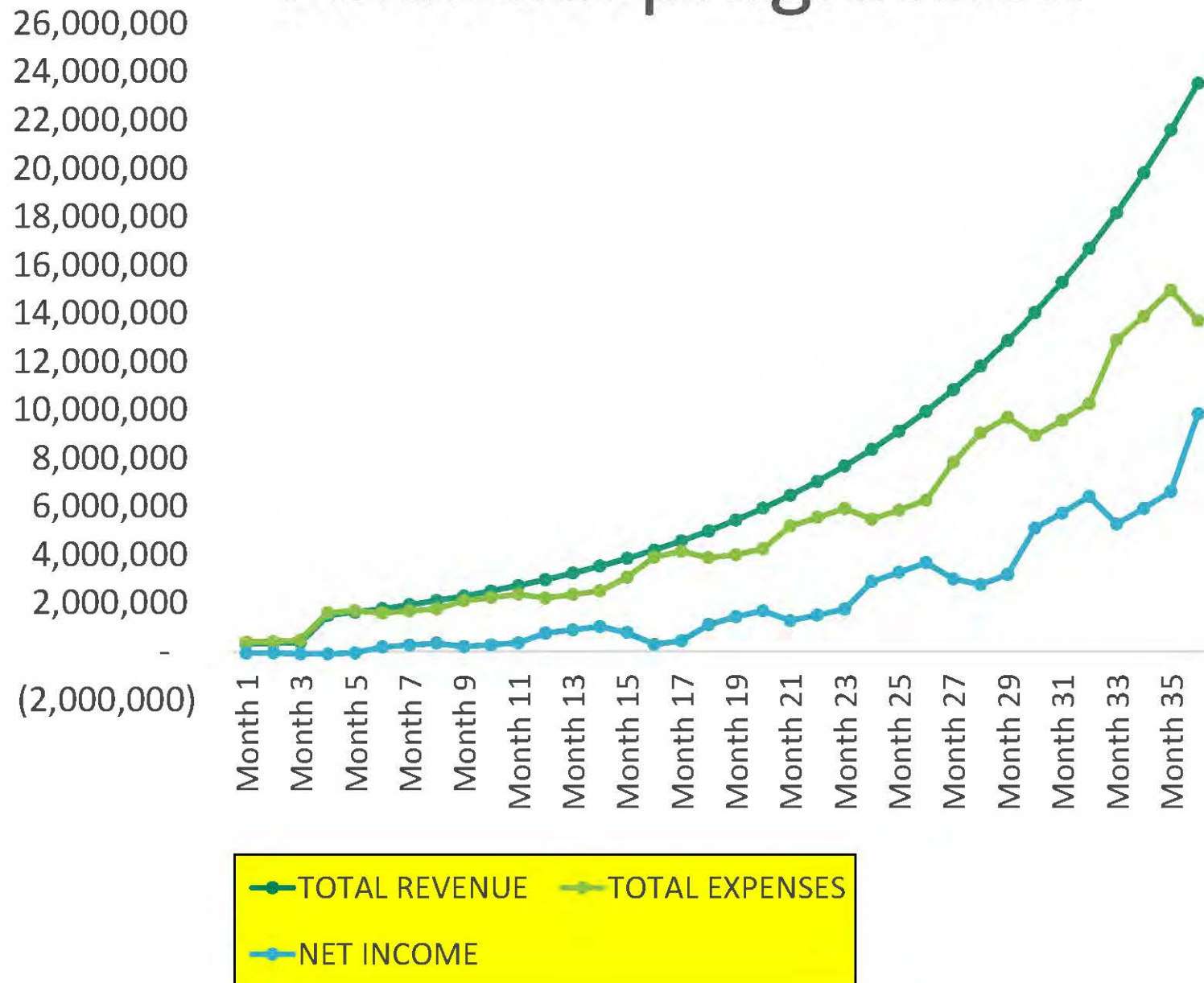


My customers learn about business

- The adequate approach to fight hidden Hunger problem
- Human cantered approach to tackle on SDGs



Financial progression



The graphs:

Demonstrate how the re-investment machines, marketing and production capacity will accelerate the business success.

From the first 5 months, we will shift from -25% to 10%. And during the three year of working the rate of margin will be 42 %.

This means from 77,765 Rwf to 9,841,286 Million of Rwandan franc of Net profits



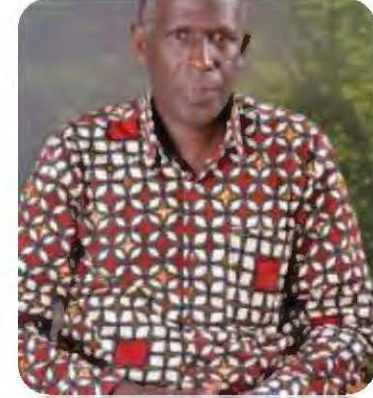
Dr Solange UWITUZE

Deputy Director General for Animal Research & Tech. Transfer [@RwandaAgriBoard](#) | Founding Fellow of the Rwanda Academy of Science | Evangelist | Motivational Speaker



**Empowerment and Employment
Program Manager at
DOTRwanda**

Jean Claude holds diploma in Market Oriented Small Business Development Services from the International Training Centre of ILO (Turin/Italy); and a certified Rural consultant by Rwanda Institute of Administration and Management (RIAM).



Prof.
**RUKAZAMBUGA
NTIRUSHWA
Daniel Thomas
(PhD.)**
University of Rwanda,
with expertise in
Agricultural Plant

Board Advisors



"A GIFT OF BEING" INGABEYACU

Social Enterprise
Where Growers are considered as
"Climate and Health Heroes"

MESSAGE:

INGABEYACU is a youth led social enterprise that aims at reducing the Postharvest losses and malnutrition problem in the community using the local resources.

our technical approaches are:

Community cafe serves at teaching our beneficiaries how to do it by themselves by connecting them with different practitioners where we do home based interventions.

Impact: 270 beneficiaries have passed through the contents and 128 farmers have gained the smart farming techniques to reduce the postharvest losses. Examples: ZECC and other more...

Processing unit is for the preparation of complementary products for nutrition based on community needs. As human centered designers, we have designed the INGABEYACU porridge flour named as (KERO) which is a mixture of cereals with vegetable added to form a constructive, energetic and body protective nutrients based on the local ingredients.

Impact: 3.9 tons of kero have been processed and served in the community

DRIVERS AND ENABLING CONDITIONS:

According to UNICEF, world widely Malnutrition rate remain alarming: Nearly half of all death in children under 5 are attributable to under nutrition, translating onto the loss of about 3 million young lives a year.

(<https://data.unicef.org/topic/nutrition/malnutrition/>). 56.1% of perishable products in Rwanda are being lost during the harvest, storage and distribution. ([URL://horticulture.ucdavis.edu/information/post-harvest-loss-assessment-tomatoes-rwanda](https://horticulture.ucdavis.edu/information/post-harvest-loss-assessment-tomatoes-rwanda)). Concerning the malnutrition problem in Rwanda is that in each province, 39% of children under 5 years and pregnant women are malnourished.

Revenue generation and sustainability:

Selling Kero porridge flour and consultancy trainings

Elyse Habumukiza Founder of INGABEYACU
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Twitter: @Habumukiza1E | Skype: @ehabumukiza1



Community Cafe



Community Cafe

Gallery



Community Cafe



Community Cafe



DIGITAL
OPPORTUNITY
TRUST

Agri
Pro
Focus



Island Bio
légumes 100% organiques & solidaires



Rwanda Youth In Agribusiness Forum (RYAF)
"Youth as Agents of Change in Agribusiness"

Tell me something, I will forget it
Let me write it down, I might
remember

Let me do it. And it will become a
part of me and I of it,

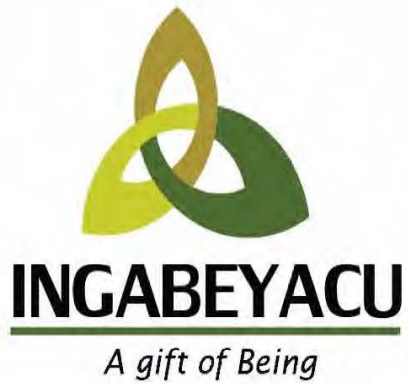
Benjamin Franklin

***So why all of you become part of us?
Let's bring the farmers and people
into lives by preserving what we
have.***



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



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